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Peru Buyer Missions attend the NRA and Sweets Snack Trade Shows

Report Categories:

Retail Foods

Snack Foods

Sales Mission Evaluation

Trade Show Evaluation

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Report Highlights:

FAS Lima organized and led buyer trade missions to the National Restaurant Association (NRA) and Sweet & Snacks 2014 trade shows in Chicago (May17-22). The sixteen participating Peruvian importers/distributors and retailers meet and established contacts with nearly 500 U.S. food product suppliers. While showcasing innovations in U.S. food and beverage products, both shows reinforce the message of the safety, availability, reliability, quality, and the nutritional and health benefits of U.S. products. We project Peru's food and beverage product imports growing by close to \$1.5 million over the next 12-months as a result of these two successful buyer trade missions.

General Information:

FAS Lima organized and led buyer trade missions to the National Restaurant Association (NRA) and Sweet & Snacks 2014 trade shows in Chicago (May17-22). Peruvian buyers participating in the FAS Lima-led buying mission included:

Of key interest to buyer mission participants were U.S. processed meats, bakery goods, edible oils, condiments, soups, healthy snacks, and confectionary products. FAS Lima assisted participants with registration procedures in addition to arranging meetings. Peruvian participants were briefed on the trade shows' main features, as well as were invited to visit the National Association of State Departments of Agriculture (NASDA) sponsored American Food Fair Pavilion at the NRA trade show. Strong support was provided by NASDA and the National Confectioners Association (NCA), ensuring that the delegation members had productive meetings with participating U.S. producers and exporters.

The National Restaurant Association Trade Show: Much like with past shows, the 2014 NRA trade show divided the exhibit floor space into three main sections. The non-food area of the show accounts for roughly 50 percent of the total exhibition floor space. The Peruvian buyers, after meeting with several participating U.S. food service companies, were impressed with the wide variety of products and technical courses being offered at the show. These buyers were also exposed to a range of new products that were not originally on their own priorities list, but nonetheless generated additional interest.

The Sweet & Snacks Trade Show: Peruvian participants were impressed by the ample variety of products exhibited at the Sweet & Snacks trade show. FAS Lima provided support not only to the buyer mission participants, but also assisted a number of small-to-medium size U.S. product exhibitors that had no prior experience dealing with Peruvian buyers, nor Peru's market. A number of these exhibitors indicated their desire to visit Peru in the near future to explore new export possibilities; FAS invited these potential U.S. exporters to attend the upcoming August 2014 [Expo-Alimentaria](#) Trade Show in Lima.

Constraints Identified

- Importers' lack of awareness of variety, quality, and availability of U.S. food and beverage products.
- Lack of awareness of the latest U.S. food retail market trends.
- U.S. suppliers are unaware of the Peruvian market's potential.

Buyer Mission Results and Outcomes

- Buyer mission participants were exposed to the latest U.S. food products and trends.
- The trade shows helped to introduce U.S. suppliers to Peruvian buyers; at least 500 new supplier contacts were made.
- Increased awareness by Peruvian participants of the safety, reliability, and availability of U.S.-origin food products
- FAS Lima projects that buyer mission participants will purchase over the next 12-month period some \$1.5 million in new products thanks to their participation in the NRA and Sweet & Snacks trade fairs.

Recommendations

At Fas Lima, we find that often the absence of an on-site sales manager at a trade show slows the establishment of buyer-seller relationships. Peruvian importers are keen to immediately discuss purchase details with trade show exhibitors.